

Cambridge Store

Rm

NRM

14,820

10,506

25,326

x.85

x.85

12,597

8,930

21,527

past Cambridge carton promotions have been
(camera) 21,665 - (sweatshirts) 22,189 stores

Based on 9600 sweatshirts short, utilization is 21,434

Option 1 - use time as camera

	Stores w 30/deals		Stores w 60/deal		Total
R1	1950	2000	145 178		2055 2178
2	4500	4200	320 357		4670 4557
3	5400	5400	466		5866
4	5400	5400	466		5866
5	2800	3000	18 198		2818 3198
	20,000		1,005		21,665

If we allocate display space the this exceeds # stores in region

# deals 30	600,000	99,900	699,900
.40	800,000	99,900	899,900

deals $700,000 \times 1.5 \frac{\text{carton}}{\text{deals}} \times 200 \frac{\text{cig}}{\text{carton}} = 210 \text{ MM}$ $\sim \$3.26 \text{ MM} \sim \$5.5/\text{m}$

• $900,000 \times 1.5 \frac{\text{carton}}{\text{deals}} \times 200 \frac{\text{cig}}{\text{carton}} = 270 \text{ MM}$ $\sim \$4.19 \text{ MM} \sim 15.5/\text{m}$

2042816605

$$\begin{array}{r}
 19980 \\
 \underline{1620} \\
 21,600 \\
 \underline{24241} \\
 \textcircled{359} \\
 \textcircled{160}
 \end{array}$$

$$= 810,000$$

$$\begin{array}{r}
 19,702 \\
 \underline{1539} \\
 21,241
 \end{array}$$

400

$$\begin{array}{r}
 1,000,000 \\
 \textcircled{1,987,930} - 12,000
 \end{array}$$

2042816606